

Traditional Customs and Chinese Arts

Introduction

Traditional customs and arts are the fundamental creativity of the achievements of Chinese civilization, and the overall form of moral inheritance, various cultural thoughts and spiritual concepts in the history of the nation. It is the bounden duty of every Chinese people to study and carry forward traditional customs and arts and strive to improve their individual cultural quality and overall quality. This course highly summarizes the characteristics of Chinese traditional customs and arts, and explains the basic characteristics of the main components. It can help students master the characteristics of Chinese traditional customs and arts, and help students understand various customs and art phenomena. This course is mainly taught through the combination of theory and practice. Course features: fully English teaching, bilingual subtitles, more than 110 lecture videos plus more than 30 practice videos. The practice videos are live recordings of situational plays, produced as a complement to the lecture, which not only vividly represent the content of the lecture, but also increase the interesting of learning.

Objectives

Upon successful completion of this course, participants will be able to:

- Master the Characteristics of Traditional Chinese Culture;
- Learn to analyze cultural phenomena.

Instructor

Qiu Jing, Professor, Master Tutor at the School of Art and Design, Nanchang University, Senior Arts and Crafts Master. Ideological and Cultural Creative Expert of The *Propaganda Department of the CPC Jiangxi Provincial Committee*. The two courses *The Wonderful Journey of Chinese Folk Art* and *The Charm of Fashion---Attractive Power Cultivated Manual for University Students* have been launched on the Xuexi Platform of the Propaganda Department of the CPC Central Committee, the MOOC of China University, The Wisdom Tree, Super Star Erya etc. The Folk Art is the model course of "Specialized Curriculum with Thought and Politics" of Nanchang University. The Ancient Charm and Fashion of Folk Art was honored as "the Excellent Online Open Courses" by Nanchang University. Some of her paintings are permanently collected by the National Museum of Modern Chinese Literature. She has presided over a number of provincial teaching and scientific research projects, published more than 20 academic papers in CSSCI and other core academic journals, compiled and published several academic monographs as well as teaching materials for Arts and Design, review guide for National Occupational Skill Testing. The main research fields are visual communication design and clothing design.

Shu Yu'an, Associate Professor, Master Supervisor at the School of Art and Design, Nanchang University, Visiting Professor at Department of Design and Planning in Complex Environment in Università IUAV di Venezia(2016-2017), Visiting Scholar at School of the

College of Design, Architecture, Art, and Planning at the University of Cincinnati (2018-2019), TED speaker (2016). Main lecturer of Jiangxi Provincial Excellent Video Open Class "Design Methodology", the person in charge of the course "Design Methodology" for foreign students. Has published over 10 articles in various journals, and 1 textbook, and directed 8 provincial research and teaching projects. Has given over 10 lectures on Chinese Cultures and Designs in Europe and America, such as, "Chinese Culture", "How to Use Chinese Culture", etc.(Academic activities for 90th anniversary of the founding of IUAV, Italy), "In the beginning was only a teapot"(Seminar at Accademia di belle arti di Frosinone, Italy), "Cultural Design" (Academic activities at UC, USA), "Chinese New Year"(International cultural introduction activities at the Montgomery Elementary School, USA), etc.. Co-designed a series of Chinese Cultural Products like "the lamp made of palm leaf", exhibited at "the 2013 Milano Design Week".

Chen Linghua, master degree, lecturer at the School of Art and Design, Nanchang University. Teaching courses: College Chinese Language, Basic Accounting. Research direction: macroeconomics. Published ten papers, presided over one Education Science Planning Project of Jiangxi Province, participated in several provincial projects.

Peng Diyun, Doctor of Management, Professor, doctoral supervisor at the School of Economics and Management, Nanchang University, the main research areas are macro-economy and policy, regional and industrial economic management, enterprise strategic management and international business management. Chinese traditional wisdom on management and tea culture lovers, innovative entrepreneurship tutor for college students, expert of Jiangxi provincial think-tank.

Nie Jing, a lecturer at the School of Basic Medical Sciences of Nanchang University, Master's degree. The main lectures include "Human Anatomy", "System Anatomy", "Sectional Anatomy" and other courses. "Sectional anatomy" is Provincial Excellent Online Open Course in Jiangxi Province. She has published more than ten academic and teaching papers in various journals such as "International Immunopharmacology", "Chinese Journal of Neuroanatomy", "Chinese Journal of Clinical Anatomy" and "Journal of Anatomy". Hosted one project of the Jiangxi Provincial Department of Education Research Fund Project and one project of the Ministry of Health Youth Fund Project. Presided over two projects of Teaching Reform Project of Nanchang University. Participated in many national natural fund projects, provincial natural fund projects and provincial education reform projects. Her research areas are Neuroanatomy research and Human Anatomy teaching.

Zhang Qianshan, Master of Arts in radio and television, lecturer at the School of Art and Design, Nanchang University. Teaching courses: Audio Visual Language, Overview of Chinese Film, Film and TV Drama Writing. The Audio-Visual Language multimedia courseware won the third prize of the 15th National Multimedia Courseware Competition. The Audio-Visual Language course of MOOC was recognized as a provincial-level excellent online open course (undergraduate course) in Jiangxi Province in 2019, which was put into operation on multiple platforms such as MOOC and Chaoxing Eya.

Schedule

Will be started on June 8, 2020 and will be held about 11 weeks.

Course Methodology

This course is mainly taught through the combination of theory and practice. Course features: fully English teaching, bilingual subtitles, more than 110 lecture videos plus more than 30 practice videos. The practice videos are live recordings of situational plays, produced as a complement to the lecture, which not only vividly represent the content of the lecture, but also increase the interesting of learning.

Learning Requirements:

1. Learners are required to conduct online video learning, complete related assignments and tests, and actively participate in online forum activities.

Course Contents

章节顺序	章节名称 (英译)	章节介绍	知识点英译
1	Unit1 Glance of China	In this chapter, several most representative symbols are introduced, so that students have a preliminary understanding of Chinese culture.	1.1 Chinese knot 1.2 The panda 1.3 Cheongsam 1.4 The Great Wall 1.5 Confucius 1.6 Four Great Inventions of Ancient China 1.7 Kung Fu 1.8 Traditional Chinese Medicine
2	Unit2 Chinese Food	Chinese traditional cuisine and its historical origin and characteristics are introduced in this chapter.	2.1 Baozi 2.2 The Tea Ceremony 2.3 Tangyuan 2.4 Sugar Figurine 2.5 Sugar-coated Haws on a Stick 2.6 The Alcohol 2.7 Chinese Eight Cuisines 2.8 Bowls and Chopsticks 2.9 Hot-Pot 2.10 Dumplings
3	Unit3 The art of language	In this chapter, the characteristics of Chinese characters and Chinese language are explained, and other language arts are recommended.	3.1 Xiangsheng 3.2 Chinese Characters 3.3 Chinese Dialect Groups 3.4 Chinese Opera

4	Unit4 Literature and Art	<p>In this chapter, the characteristics and the achievements of Chinese Poetry, Chinese Fables and other literary forms are introduced, and other different art forms such as Qin Qi Shu Hua are mentioned.</p>	<p>4.1 The Poetry in the Tang Dynasty 4.2 The Poetry in the Song and Yuan Dynasties 4.3 Chinese Historical Tales 4.4 Chinese Fable 4.5 Modern Chinese Novels 4.6 Chinese Painting 4.7 Flower Arrangement 4.8 The Art of Calligraphy 4.9 Chinese Folk Music 4.10 Bada shanren 4.11 Chess 4.12 Weiqi 4.13 Lion Dance</p>
5	Unit 5 Traditional Festival	<p>In this chapter, the historical origin, wonderful legends and traditional customs of Chinese traditional festivals are presented.</p>	<p>5.1 The Spring Festival 5.2 Lantern Festival 5.3 Tomb Sweeping Day 5.4 Dragon Boat Festival 5.5 Qixi Festival 5.6 The Mid-Autumn 5.7 Double Ninth Festival 5.8 The Laba Festival</p>
6	Unit 6 Architectural Art	<p>This chapter is referring to garden, residential house, the palace, altar temple, pagoda, and other architectural art.</p>	<p>6.1 Chinese Gardens 6.2 Courtyard House 6.3 Hutong 6.4 Huizhou Architecture 6.5 Buddhist temples and pagodas 6.6 Chinese palaces 6.7 Zhaozhou Bridge 6.8 Buildings of Classical Learning Academies 6.9 Memorial Archway</p>
7	Unit 7 Folk Culture		<p>7.1 Table Manners</p>

		<p>This chapter systematically tells the folk culture knowledge including etiquette, social contact, social concept, spiritual belief and so on.</p>	<p>7.2 Birthday Celebration Customs 7.3 Chinese Wedding and Funeral Custom 7.4 Honor the Teacher and Stress Education 7.5 Social Etiquette 7.6 Secretive Twelve Chinese Zodiac Signs 7.7 Filial Piety 7.8 Sacrifice 7.9 Gift Culture 7.10 Temple Fair 7.11 Honesty and Trustworthiness 7.12 Hundred Surnames 7.13 Family Roots 7.14 The Spring Festival Couplets 7.15 The Spring Festival Pictures 7.16 Exchanging Red Envelopes</p>
8	Unit 8 Traditional Craft	<p>This chapter is about the development of Chinese traditional handicraft and its manufacturing process.</p>	<p>8.1 Chinese Paper Cutting 8.2 Printing and Dyeing 8.3 Porcelain 8.4 Chinese Kite 8.5 Colorful Lantern 8.6 Folk Toys 8.7 Writing Brush 8.8 The Art of Seals 8.9 Chinese Embroidery 8.10 Stone Carving 8.11 Abacus 8.12 Seal Carving 8.13 The Shadow Puppetry 8.14 Beijing Dough Figurines</p>
9	Unit 9 Places of Interest	<p>In this chapter, historical sites and their rich historical and cultural connotations are</p>	<p>9.1 Terracotta Warriors 9.2 The Potala Palace 9.3 Longmen Grottoes in</p>

		recommended.	<p>Luoyang</p> <p>9.4 Mogao Grottoes in Dunhuang City</p> <p>9.5 Shaolin Monastery</p> <p>9.6 The Forbidden City</p> <p>9.7 Temple of Heaven</p> <p>9.8 Mountain Resort in Chengde</p> <p>9.9 Pingyao</p> <p>9.10 Lijiang old town</p>
10	Unit 10 Scenic Beauty	In this chapter, landscape scenery and its regional culture are presented.	<p>10.1 Mount Tai</p> <p>10.2 Mount Huangshan</p> <p>10.3 Mount Wutai</p> <p>10.4 Qomolangma</p> <p>10.5 Zhangjiajie Forest Park</p> <p>10.6 Guilin Scenery</p> <p>10.7 JiuZhaigou</p> <p>10.8 Hulunbeier Grassland</p> <p>10.9 Huang guoshu Waterfall</p> <p>10.10 Kulangsu</p> <p>10.11 West lake</p> <p>10.12 Qinghai Lake</p> <p>10.13 Mount Lushan</p>
11	Unit 11 Chinese Cultural Relics	In this chapter, historical relics such as Bianzhong, Four-goats Square Zun are recommended to help to understand the achievements of ancient Chinese art.	<p>11.1 Jade burial suit</p> <p>11.2 Bianzhong</p> <p>11.3 Four-goats Square Zun</p> <p>11.4 Along the River During the Qingming Festival</p>